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Amendments To The Claims

This listing of claims will replace all prior versions, and listing, of claims in the application:

1. (Previously Presented) A method for managing customer and product information, comprising:

using a computer for accessing a customer database including customer records, wherein each customer record tracks a customer;

using said computer for accessing a product database including product records, wherein each product record tracks a product;

using said computer for accessing inventory information; accessing a multi-functional customer relationship management tool within said computer which enables specific access to and manipulation of the customer and product databases by at least multiple different representatives, each representative having unique login information, and at least one of said representatives having different capabilities for said access to and manipulation of the customer and product databases than another of said representatives, and where access to said customer database includes at least one operation that effects said inventory information, and where access to said product database includes access to said inventory information;

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using the computer for detecting a first unique login of a first representative, and for accessing a user database, and for determining access based on information in said user database;

using the computer for granting access to a first subset of said customer and product databases based on said information in said user database, said granting access allowing said first representative to review and modify previous customer contacts, access product information, and access servicing information associated with said first subset, and allowing said first representative to take actions that effect said inventory information, but not allowing said first representative to access said inventory management information;

using the computer for enabling the first representative to update the customer database , from information received from the customer to add or modify a specific customer record logging the customer contact and recording a new product or warranty purchase information, service request, return merchandise request, or complaint;

using the computer for detecting a second unique login of a second representative; and

using the computer for allowing said second representative and determining access of said based on information in said user database, said access being to a second subset of information including management of said inventory information, to update

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inventory information in a product record regarding a product at a warehouse location.

2. (Previously presented) The method of claim 1, wherein said multi-functional customer relationship management tool includes a plurality of modules, and the plurality of modules includes at least four members of a set of modules comprising a customer interaction module, a return merchandise management module, a warranty administration module, an e-mail module, an inventory management module, a reporting system module and a credit card processing module.

3. (Previously Presented) The method of claim 1, further comprising:

transmitting to the at least one client representative over the Internet an HTML web page as an input page in which the first client representative enters data to update the customer database.

4. (Previously presented) The method of claim 1, further comprising:

transmitting to the at least one client representative over the Internet an input page in which the at least one client representative enters search information to request customer record information from the customer database;

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receiving the input page transmitted by the at least one client representative including a request for customer record information;

generating an information page including customer record information for the customer record specified in the received input page; and

transmitting the information page to the at least one client representative over the Internet.

5. (canceled)

6. (canceled)

7. (Previously presented) The method of claim 1 further comprising:

providing problem and solution codes that are selectable by the at least one client representative; and

recording any additions or modifications in either the customer or product records using the problem and solution codes.

8. (Previously presented) The method of claim 7, wherein a contact from the customer is by an e-mail and an email module is used to respond back to the customer, wherein the e-mail module scans the e-mail for key words and categorizes the email for appropriate response using predetermined problem and solution

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codes, and e-mail templates are used to form a response to the customer.

9. (Previously Presented) The method of claim 1, further comprising: interlinking with a front-end GUI to display an image of a product and information about the product over the Internet; processing a payment for a purchase of the product or an extended warranty from information stored in one of the customer records in the customer database; updating the customer and product records to account for the purchase of the product; updating said inventory information based on said purchase and updating the customer record to account for the purchase of the extended warranty.

10. (canceled)

11. (Previously presented) The method of claim 1, further comprising:

enabling access to a return merchandise management module by a repair facility representative; and

producing a printable sheet with a bar code identifying a returned product using a commercial bar code font to code the bar code.

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12. (Original) The method of claim 9, further comprising:
producing a printable sheet with information on the purchase of
the product.

13. (Original) The method of claim 1, further comprising:
producing a report based on information from the customer and
product records.

14. (Previously presented) The method of claim 1, further
comprising: interlinking a third party shipping software with the
product database; and updating the product database from
information received from the third party shipping software to
add or modify a specific product record indicating shipping
information about the product.

15. (canceled)

16. (canceled)

17. (canceled)

18. (canceled)

19. (canceled)

20. (canceled)

21. (canceled)

22. (canceled)

23 . (canceled)

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24. (canceled)

25. (canceled)

26. (canceled)

27. (canceled)

28. (canceled)

29. (Currently Amended) A computer readable medium containing a set of instructions for a general purpose computer having a user interface ~~comprising a mouse and a screen display, the set of instructions comprising instructions~~, and causing at least one computer to perform:

accessing a customer database including customer records, wherein each customer record tracks a customer;

accessing a product database including product records, wherein each product record tracks a product;

accessing inventory information;

accessing a multi-functional customer relationship management tool, wherein each module enables specific access to and manipulation of the customer and product databases by multiple different representatives, each representative having unique login information, and at least one of said representatives having different capabilities than another of said representatives;

detecting a first unique login of a first representative;

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granting access to a first subset of said customer and product databases based on said detecting said first unique login, said granting access allowing said first representative to review previous customer contacts, product information, and servicing information and also to take actions that effect said inventory information, but not allowing said client representative to access any information other than said first subset including not allowing said first representative to manage said inventory information;

enabling the first representative to update the customer database from information received from the customer to add or modify a specific customer record logging the customer contact and recording any new product or warranty purchase information, service request, return merchandise request, or complaint using at least one of the plurality of modules and to purchase items, where the purchase effects said inventory information;

detecting a second unique login of a second representative;
and

allowing said second representative, access to a second subset of information including management of said inventory information, to update inventory information in a product record regarding a product at a warehouse location.

30. (Previously presented) The program of claim 29, wherein said multi-functional customer relationship management tool includes a

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plurality of modules, and the plurality of modules includes at least four members of a set of modules comprising a customer interaction module, a return merchandise management module, a warranty administration module, an e-mail module, an inventory management module, a reporting system module and a credit card processing module.

31. (Previously presented) The program of claim 29, further capable of causing at least one computer to perform:
transmitting to the at least one client representative over the Internet an input page in which the at least one client representative enters data to update the customer database.

32. (Previously presented) The program of claim 29, further capable of causing at least one computer to perform:

transmitting to the at least one client representative over the Internet an input page in which the at least one client representative enters search information to request customer record information from the customer database; receiving the input page transmitted by the at least one client representative including a request for customer record information; generating an information page including customer record information for the customer record specified in the received input page; and transmitting the information page to the at least one client representative over the Internet.

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33. (canceled)

34. (canceled)

35. (Previously presented) The program of claim 29, further capable of causing at least one computer to perform: providing problem and solution codes that are selectable by the at least one client representative; and recording any additions or modifications in either the customer or product records using the problem and solution codes.

36. (Previously presented) The program of claim 29, wherein a contact from the customer is by an e-mail and an email module is used to respond back to the customer, wherein the e-mail module scans the e-mail for key words and categorizes the email for appropriate response using predetermined problem and solution codes and e-mail templates are used to form a response to the customer.

37. (Previously presented) The program of claim 29, further capable of causing at least one computer to perform: interlinking with a front-end GUI to display an image of a product and information about the product over the Internet; processing a payment for a purchase of the product or an extended warranty

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from the information stored in one of the customer records in the customer database; updating the customer and product records to account for the purchase of the product; and updating the customer record to account for the purchase of the extended warranty.

38. (canceled)

39. (Previously presented) The program of claim 29, further capable of causing at least one computer to perform:
enabling access to a return merchandise management module by a repair facility representative; and producing a printable sheet with a bar code identifying a returned product using a commercial bar code font to code the bar code.

40. (Previously presented) The program of claim 37, further capable of causing at least one computer to perform: producing a printable sheet with information on the purchase of the product.

41. (Previously presented) The program of claim 29, further capable of causing at least one computer to perform: producing a report based on information from the customer and product records.

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42. (Previously presented) The program of claim 29, further capable of causing at least one computer to perform:

interlinking a third party shipping software with the product database; and

updating the product database from information received from the third party shipping software to add or modify a specific product record indicating shipping information about the product.

43. (Previously Presented) A system for managing customer and product information comprising:

a customer database including customer records;

a product database including product records;

an inventory database including inventory information;

a user database including user records; and

a multi-functional customer relationship management computer including a plurality of modules controlled by the computer, said plurality of modules including at least a customer interaction module running on said computer that allows interaction with a customer, a return merchandise management module running on said computer that allows returning products, a warranty administration module running on said computer that allows determining warranty information for a product, an inventory management computer module that allows determining and updating inventory, each of said modules running on said computer;

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the multi-functional customer relationship management computer configured to detect a first unique login of a first representative and to enable a first representative, to interact with a first subset of said customer and product databases based on said detecting said first unique login, said granting access allowing said first representative to access a return merchandise management module that allows returning products, a warranty administration module that allows determining warranty information for a product associated with said first client, and allowing said first representative to take actions that effect inventory, but not allowing said first representative access to an inventory management module that allows determining and updating inventory,

said multi-functional customer relationship management computer further configured to detect a second unique login of a second representative and to enable a second client representative to interact with an inventory management module that allows determining and updating inventory,

wherein said inventory management module also interfaces with another module, located at a different site from the first client representative, to update inventory information in a product record for said first client regarding a product at a warehouse location associated with said first client.

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44. (cancelled).

45. (Currently Amended) The system of claim 43, further comprising: a database interface configured to create an input page in which the at least one client representative is able to enter data to update the customer database; and ~~an HTTP~~ a server configured to transmit the input page over the Internet to the at least one client representative.

46. (Previously presented) The system of claim 43, further comprising: a database interface configured to create an input page in which the at least one client representative is able to enter search information to request customer information from the customer database; and

an HTTP server configured to transmit the input page over the Internet to the at least one client representative, and to receive a modified input page transmitted by the at least one client representative including a request for customer record information,
the database interface further configured to generate an information page including customer record information for the customer record specified in a received modified input page,
the HTTP server further configured to transmit the information page to the at least one client representative over the Internet.

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47. (Previously presented) The system of claim 43, wherein the multi-function customer relationship management tool is configured to provide problem and solution codes that are selectable by the at least one client representative and to record additions or modifications in one of the product records or one of the customer records using selected problem and solution codes.

48. (Previously presented) The system of claim 43, wherein the plurality of modules further includes an email module configured to enable the at least one client representative to respond to an email received from a customer, to scan the email for key words, to categorize the email for appropriate response using predetermined problem and solution codes, and to use an email template to generate a response to the customer.

49. (Previously presented) The system of claim 43, wherein the plurality of modules includes a credit card processing module for processing a purchase of a product or an extended warranty using information stored in a customer record.

50. (Previously presented) The system of claim 43, wherein the plurality of modules includes a return merchandise management module configured to enable a repair facility representative to access customer records in the customer database and configured

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to generate a bar code using a commercial bar code font to identify a returned product.

51. (Previously presented) The system of claim 43, wherein the plurality of modules includes a report module configured to enable the at least one client representative to create a report including information from the customer records and the product records.

52. (Previously presented) The system of claim 43, wherein the plurality of modules includes an inventory module integrated with third party shipping software, the inventory module configured to add or modify a specific product record to include shipping information about a product.

53. (Previously Presented) A method as in claim 1, wherein said databases include status of products that have been removed from inventory to be sent to a customer.

REMARKS

Reconsideration and allowance of the above-referenced application are respectfully requested.